



**#TogetherRochdale
Communications Group**

Statement of Intent

#TogetherRochdale Communications Group

#TogetherRochdale is a local partnership communications group that exists to bring together voluntary, community, social enterprise, and faith organisations with statutory partners and local providers to ensure there is a consistent partnership approach to communications within the Rochdale borough. #TogetherRochdale will work to ensure local communication is effective and meaningful with a wide reach.

To ensure effective communication #TogetherRochdale will:

- Work together in partnership to agree appropriate communication methods and mechanisms to ensure messages are received as widely as possible
- Take into consideration recommendations from the inclusive messaging group to ensure messages are fully inclusive
- Act as a communications channel for the dissemination of partnership communications
- Work together to ensure messages have a wide reach

Inclusive Messaging Group

The inclusive messaging group is made up of community, voluntary, faith and social enterprise (VCFSE) sector organisations and volunteers who aim to ensure messages are inclusive to different cohorts of people/audiences. These organisations have a good insight into how to craft inclusive messages, so they are heard as intended and are meaningful to the various intended audiences.

#TogetherRochdale will work in partnership with the inclusive messaging group and listen to recommendations on how partnership communications can be more inclusive. #TogetherRochdale will also work as the conduit for disseminating communication that have come from the inclusive messaging group.

Integrated Communications and Engagement Strategy

#TogetherRochdale will support One Rochdale Health & Social Care to develop and implement an integrated communications and engagement strategy that will enable the delivery of the LCO priorities and embed engagement and patient voice within the LCO framework.

Engagement board

#TogetherRochdale will work with the newly established engagement board to build a strong working relationship to produce effective communications.

#TogetherRochdale Platform

#TogetherRochdale is a brand name which shows a partnership approach to information sharing and communication across the Rochdale borough. The #TogetherRochdale brand will be used for the below purposes:

- Newsletter - Healthwatch Rochdale will facilitate the monthly #TogetherRochdale newsletter which all members will support by providing relevant articles to share with Rochdale residents
- Website Page - Healthwatch Rochdale will host the #TogetherRochdale communications page through their website, www.healthwatchrochdale.org.uk This web page will be used to share local information in various formats for the general public. This page will be reviewed and kept up to date with the latest translated information, local service updates and much more.
- Social Media - All members of the #TogetherRochdale communications group will be responsible for disseminating local communication messages and sharing them using the #TogetherRochdale hashtag to highlight the partnership approach to local communication.

Programme of Work

- #TogetherRochdale will meet on a monthly basis.
- Ensure effective communication between #TogetherRochdale and residents
- Develop ideas for printed publications such as magazines or newsletters and gather & create content - an editorial board.
- Review and develop methods of digital communication and electronic media to communicate to a wider audience.

The Communications Group will carry out communication reviews by:

- Identifying the various communications strands & prioritising those to be examined.
- Questioning resident witnesses on their experiences in terms of communicating with the service providers.
- Producing a report on the findings with recommendations which will form a communications action plan and feed into the Engagement board

Membership

The #TogetherRochdale communications group will be facilitated by Healthwatch Rochdale and will be open to all communication officers and strategic leads across voluntary, community, social enterprise, and faith organisations together with statutory partners and local providers.

Core members include:

- Healthwatch Rochdale
- Action Together
- Rochdale Borough Council
- Heywood, Middleton & Rochdale Clinical Commissioning Group
- Pennine Care
- Northern Care Alliance
- Local Care Organisation - One Rochdale
- HMR Circle
- Rochdale Mind
- Living Well
- Rochdale Borough Wide Housing
- Citizens Advice
- PossAbilities

Frequency

The meeting will take place virtually once a month however adhoc meetings may be required as task and finish groups for specific streams of work.

Duration

The meeting will be set for 2 hours, however if this needs to be longer this will be arranged.

Accountability

The #TogetherRochdale communications group will report and provide regular updates to the Engagement Board and LCO board on the groups ongoing work plan.